

MEDIA KIT 2026

# new york by rail

GET ON BOARD



[newyorkbyrail.com](http://newyorkbyrail.com)

## Who We Are

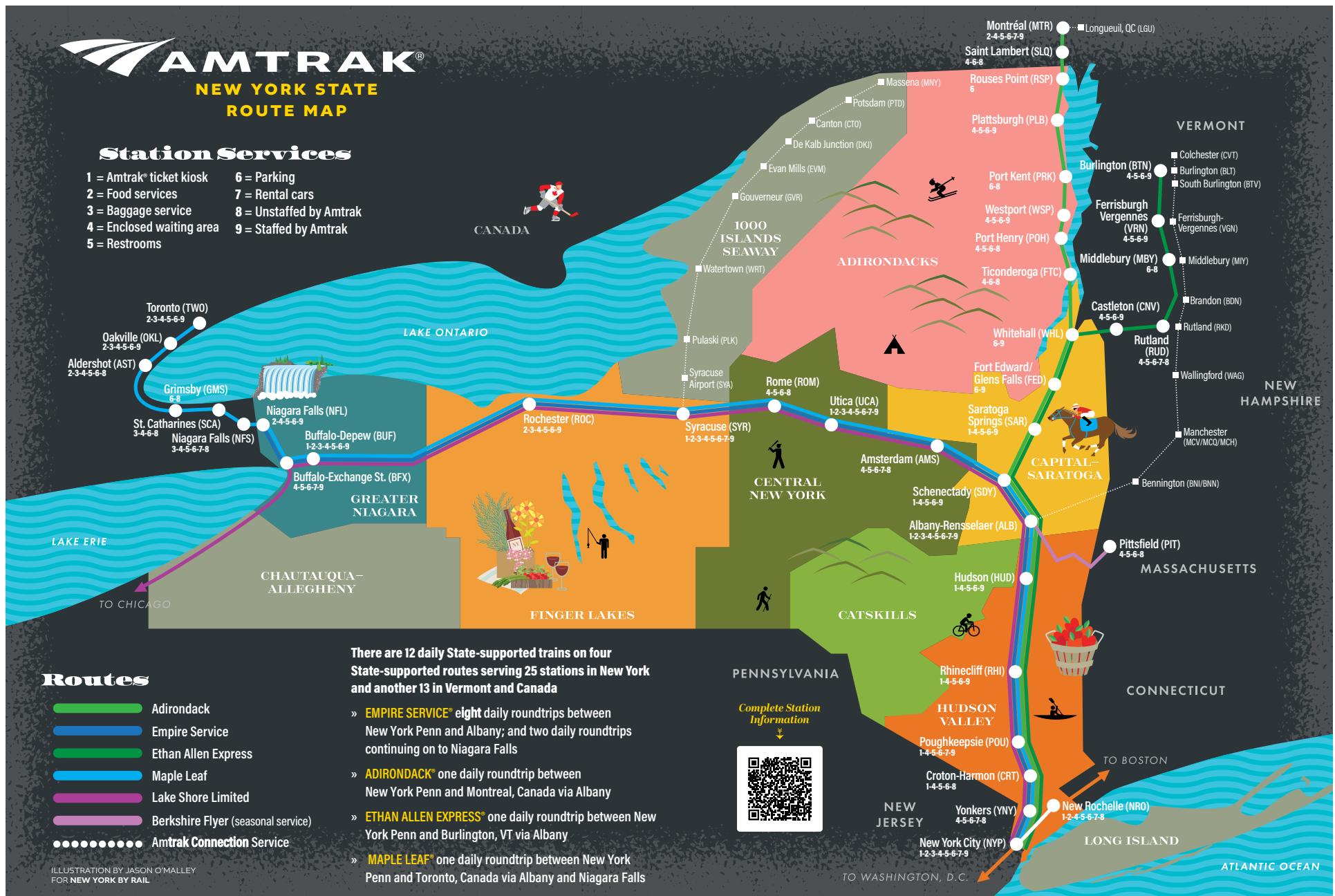
For more than 20 years, **New York By Rail** has been one of the leading resources to target an exclusive audience interested in train travel. Our vast amount of highly-curated content is the most comprehensive resource to plan and experience unforgettable destinations, attractions and major events reachable via Amtrak throughout New York, Canada and Vermont.

Our integrated marketing programs offer numerous ways to reach our exclusive audience attracted to desirable, relevant content across our multiple platforms.



Tourism along NY's State-supported routes is promoted through **New York by Rail**, a 20-year partnership between Amtrak and New York to promote tourism to rail travelers, informing them of attractions, hotels, restaurants, art galleries, nature trails, and more that are all accessible by train.™

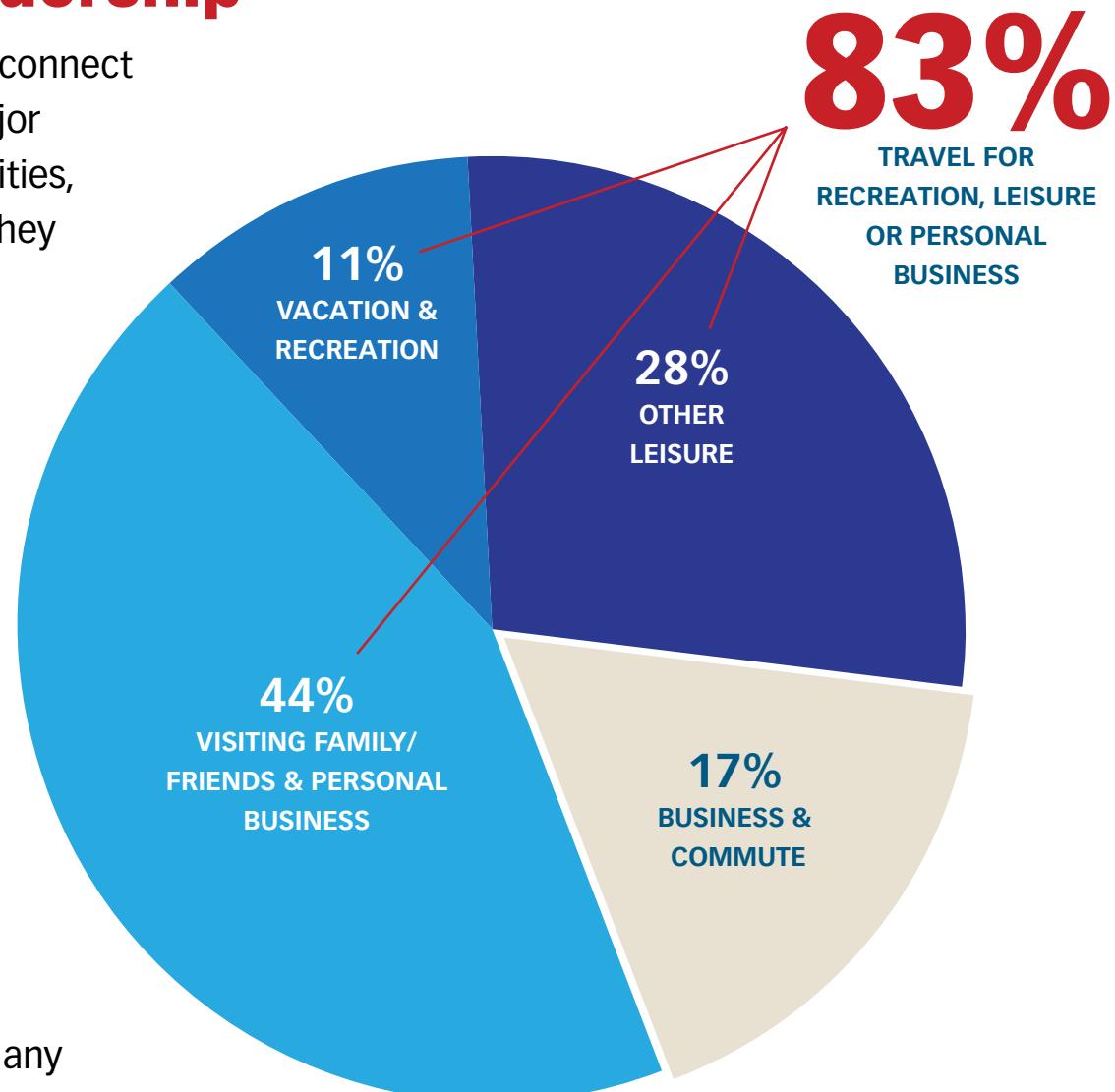
SAIPRC ECONOMIC BENEFITS OF  
STATE-SUPPORTED PASSENGER RAIL SERVICES,  
A REPORT FOR THE UNITED STATES CONGRESS, JULY 2025



## Amtrak NY State Ridership

The New York State-supported routes connect New York City to the State Capital, major universities and colleges, medical facilities, and the two largest cities in Canada. They also connect the rest of New York to the Northeast Corridor, reaching Boston, MA, Washington, D.C., and beyond.

Ridership on New York's State-supported routes has grown by **21%** over the past 12 years, from 1.7 million in FY13 to a record **2.0 million** in FY24. More than **80%** of riders are traveling for recreation, leisure, or personal business such as visiting family and friends. Moynihan Train Hall is the busiest train station in New York with the most passenger boardings of any railroad station in the U.S. Of the **32** State-supported routes operated by Amtrak, 12 serve Moynihan Train Hall at New York Penn.



SOURCE (CHART): Amtrak Customer Satisfaction Index Survey, Federal Fiscal Year 2023

SOURCE (TEXT): SAIPRC Economic Benefits Of State-Supported Passenger Railservices, A Report For The United States Congress, July 2025  
Note: Fiscal Year '24 ridership is from October 2023 - September 2024

## By The Numbers: Amtrak Ridership FY24

More than **18 million people** in New York live within 30 miles of a station served by a State-supported route, including 3 million seniors aged 65 or older. Approximately **1 million students** are enrolled in colleges and universities within 10 miles of a State-supported route.

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**Moynihan Train Hall** is the busiest train station in New York City with the most passenger boardings of any railroad station in the US.

New York's State-supported routes carry more than **365,000 visitors** throughout the state each year, generating \$250 million in tourist spending and supporting 1,800 jobs.

SOURCE (TEXT): SAIPRC Economic Benefits Of State-Supported Passenger Railservices, A Report For The United States Congress, July 2025

**“**Advertising with **New York By Rail** has been an invaluable part of our marketing strategy for years. The magazine's quality, combined with its targeted distribution, gives us excellent visibility with both regional and out-of-state travelers. The digital exposure through their website and newsletter has only increased our reach. We truly value the partnership and the impact it has had on our brand awareness and visitor engagement.” — **PATTY AUSTIN**, DIRECTOR OF TOURISM, GREENE COUNTY TOURISM

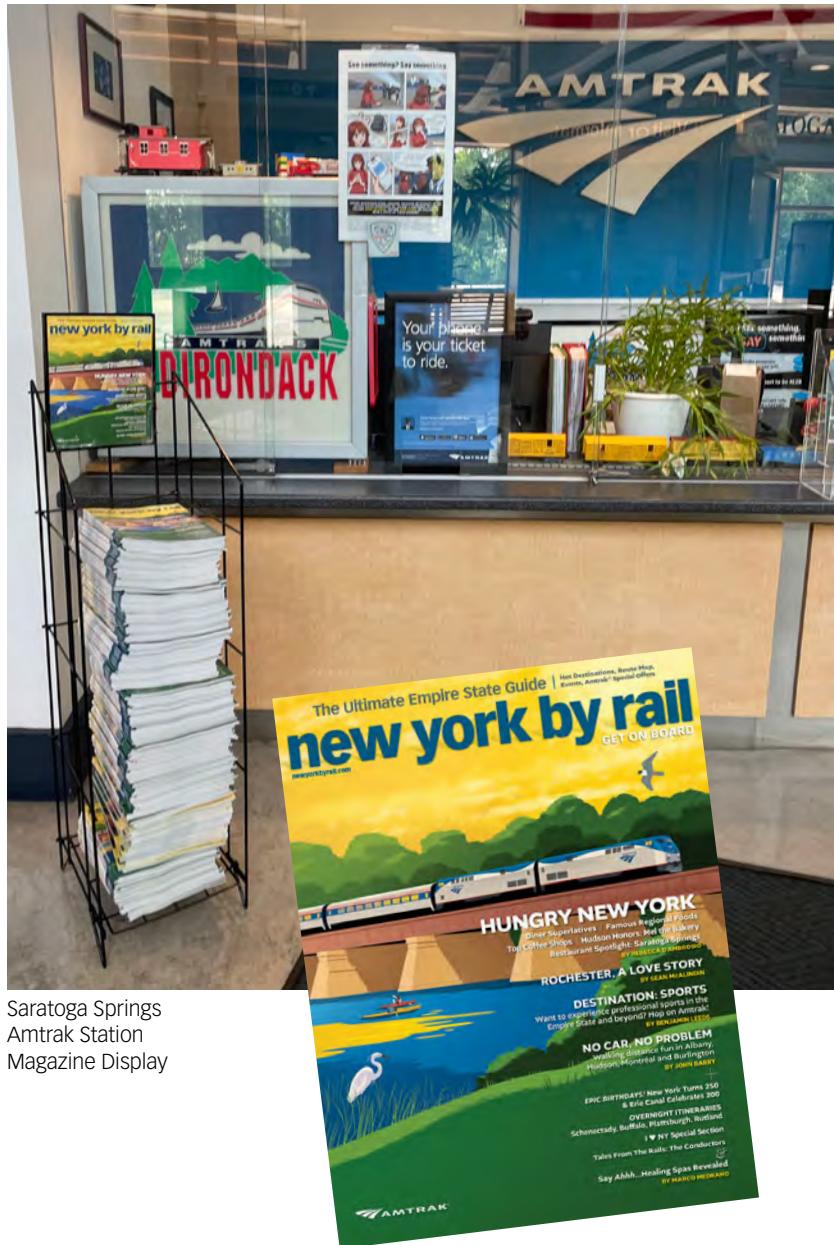


**TOP  
Amtrak  
Station**

\*FY24 RIDERSHIP\*

- #1 ALBANY-RENNSLAER 909,772**
- #2 HUDSON 277,620**
- #3 RHINECLIFF 228,395**
- #4 SYRACUSE 160,520**
- #5 ROCHESTER 158,640**

\*NORTH OF NYC,  
Amtrak FY24 Ridership:  
Oct. 23 - Sept. '24



Saratoga Springs  
Amtrak Station  
Magazine Display

## Magazine Distribution

**75,000**

PRINTED COPIES  
(ANNUALLY)

**300,000+**

ESTIMATED READERSHIP  
(ANNUALLY)

### At Most Staffed New York Amtrak Train Stations

#### + Major Transportation Hubs

JFK International Airport, Albany International Airport, Plattsburgh International Airport and Greater Rochester International Airport

#### + At Select New York State Thruway Information Centers

#### + Major Travel / Consumer Shows

#### + Subscribers / Interested Consumers

#### + Travel Agents

#### + Other NYS Attractions, In-Room Hotels, Tourist Centers



**New York by Rail** is a big hit with passengers flying into Albany Int'l Airport looking for things to do — not just locally but throughout the state. Local residents also gravitate to this publication while waiting to pick up family and friends — as they look for interesting and meaningful sights to see and visit in the publication. The unique cover with its yellow stands out for sure. We have on many occasions run out of **New York By Rail** due to its popularity. And thanks to Tom working with us we now have a super delivery process and are always stocked. This publication is among our best for readership. ”

MIKE MIRANDA  
MANAGER, DISCOVER ALBANY INFORMATION CENTER, ALBANY INT'L AIRPORT

# The award-winning magazine New York By Rail is best-in-class



**“**Thank you so much for sharing a copy of **New York By Rail** with me. This is a first-class publication of which you should be so proud. I found it chock full of pertinent information, intriguing stories and tempting articles to generate ridership, all supported by colorful photos and illustrations.”

JOHN ROBERT SMITH  
CO-CHAIRMAN, TRANSPORTATION FOR AMERICA

**WINNER**



**National  
Award-Winning  
Magazine  
16 YEARS  
RUNNING**

**Winner of the  
prestigious**



# Influencer Digital Marketing



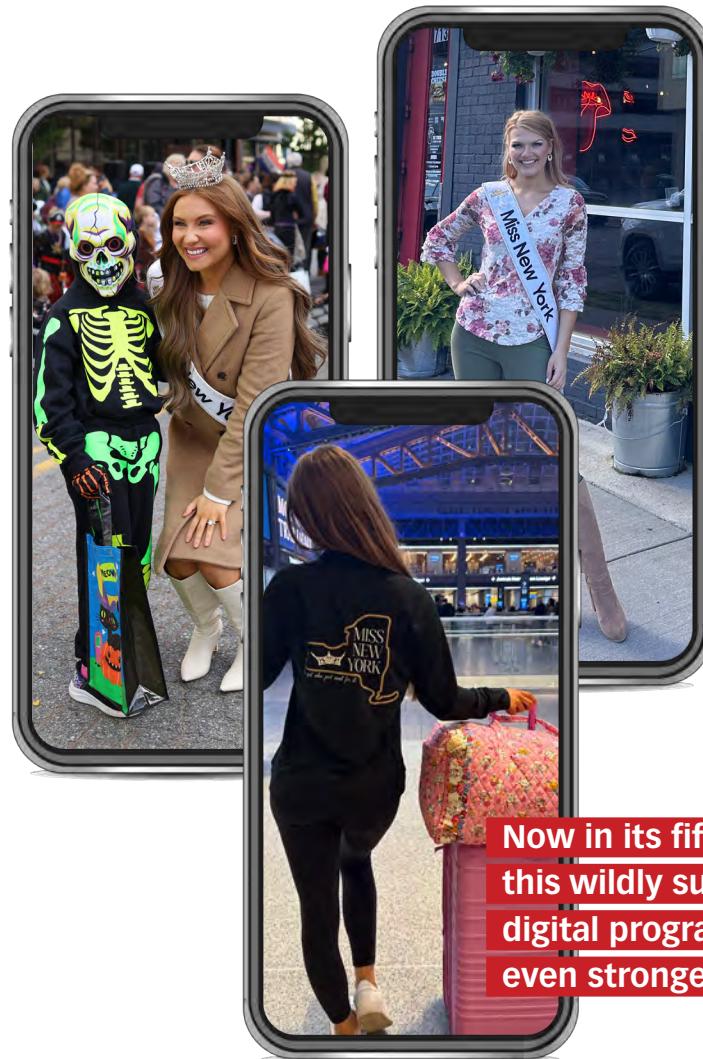
## "Miss New York Destination Experiences By Rail" from *New York By Rail*

EXCELLENCE IN TOURISM MARKETING CAMPAIGNS, PROJECTS & PROGRAMS: DIGITAL MARKETING CAMPAIGN  
BUDGET UNDER \$500,000



**66** At Ulster County Tourism, we greatly value our partnership with **New York By Rail**. Tom Martinelli has been an outstanding collaborator, helping us reach travelers who love exploring New York's scenic destinations by rail. The combination of high-quality print features and dynamic digital options — especially their e-newsletter and magazine placements — has proven to be an effective way to showcase Ulster County's natural beauty, vibrant communities, and year-round attractions. **New York By Rail** continues to be a trusted and impactful partner in inspiring visitors to discover all that our region has to offer. **“**

LISA BERGER (SHE / HER), DIRECTOR, ULSTER COUNTY TOURISM AND OFFICE FOR FILM, ULSTER COUNTY GOVERNMENT



Now in its fifth year, this wildly successful digital program is growing even stronger in 2026



**new york by rail**  
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## Digital Marketing Offerings

- E-Newsletters
- Social Media Engagement
- Executing Exclusive Website Blogs
- **NEW!** Travel along with the ever-curious **HOPE HENCHEY** as she redisCOVERS some of New York State's greatest destinations including Albany, Schenectady, Hudson and Poughkeepsie while chronicling every fun moment on our Instagram platform. Inquire about her creating must-watch video posts on her train travels to your destination or attraction.



**New York By Rail** has been a part of the Catskill Mountain Railroads marketing program for a number of years now. The combination of print ads in the magazine and the digital products they offer does an excellent job in sending us prospective customers. The email blasts are especially effective especially with the changes in our seasonal operations letting people know what different event trains we are running. As a major portion of our customers come from the Hudson Valley, NY by Rail is a perfect place for marketing the CMRR. All Aboard.”

**HARRY JAMESON**

CATSKILL MOUNTAIN RAILROAD, CHAIRMAN / MARKETING DIRECTOR

66 The popularity of the **New York By Rail** magazine is unsurpassed by any other publication on our racks at consumer shows. We rack triple the inventory of this magazine comparably; they always run out before show's end, and we overhear many delighted exclamations from people when they spy it and grab it.™

**SUZANNE HOPKINS**  
VP-CLIENT SERVICES & MARKETING,  
MERCHANDISE TOURISM, LLC  
DBA ANDERSON'S BROCHURE DISTRIBUTION SERVICE)

“Having **New York By Rail** magazine in our booth at travel shows has been an excellent resource for attendees. Many attendees are surprised by all the New York State destinations accessible by rail. Not to mention all the amazing scenic views that can only be seen while traveling by train.™

**NATE GRESOCK**  
PROGRAM COORDINATOR  
NEW YORK STATE TOURISM INDUSTRY ASSOCIATION

“Partnering with **New York By Rail** to advertise Mirbeau Inn & Spa Rhinebeck has been a great experience! It's allowed access to readers all over NY state. Working with Tom & Rebecca is always a pleasure. Our guests love having the **New York By Rail** accessible in all our guest rooms in the hotel. Switching up our digital ads throughout the year to coincide with our seasonal overnight & spa specials has been a considerable way to expand our reach.™

**EMORY WELCHER**  
SALES & MARKETING DIRECTOR AT MIRBEAU INN & SPA



# Capabilities

## New York By Rail Embraces Print + Digital For Unique 360 Media Coverage

- Print Magazine (+ Digital Flip Issue)
- Destination Guides
- Weekly E-Newsletters
- Social Media Promotion
- First-Person Blogs
- Travel Packages
- Exclusive Videos
- Comprehensive Itineraries
- Events Calendar
- [NewYorkByRail.com](http://NewYorkByRail.com)

### **NEW BY REQUEST:** (INQUIRE ABOUT THE FOLLOWING ADVERTISING/MARKETING OPPORTUNITIES)

- Sponsored Content
- Advertorials
- Video Content
- Blog (Web-only) Content



# Advertising Print Rates / Specifications

## AD SIZES

### TWO-PAGE SPREAD

TRIM 16 x 10.5" h  
 LIVE AREA 15.5 x 10" h  
 KEEP TEXT & LOGOS AT LEAST .25"  
 FROM ALL EDGES OF TRIM  
 BLEED 16.25 x 10.75" h

### FULL-PAGE

TRIM 8 x 10.5" h  
 LIVE AREA 7.5 x 10" h  
 KEEP TEXT & LOGOS AT LEAST .25"  
 FROM ALL EDGES OF TRIM  
 BLEED 8.25 x 10.75" h

### HALF-PAGE HORIZONTAL

TRIM 7.125 x 4.5" h

### HALF-PAGE VERTICAL

TRIM 3.5 x 10" h

### QUARTER-PAGE

TRIM 3.5 x 4.75" h

## MAGAZINE SPECIFICATIONS

PAGE TRIM SIZE 8 x 10.5" H

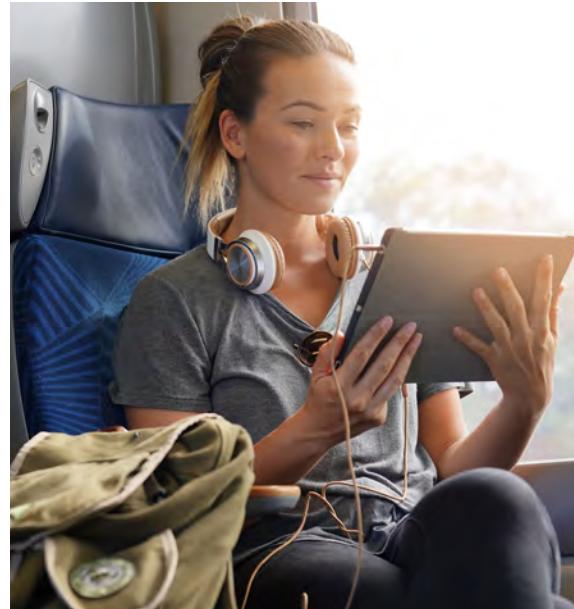
PAGE SAFE AREA 7.5 x 10"

SPREAD TRIM SIZE 16 x 10.5" H

SPREAD SAFE AREA 15.5 x 10"

RESOLUTION 300 DPI at size

FILE FORMATS ACCEPTED JPEG, PDF



## OPEN RATE

FULL-PAGE	\$8,000
HALF-PAGE	4,500
QUARTER-PAGE	2,500
<b>PREMIUM</b>	
BACK COVER	\$12,000
INSIDE FRONT COVER SPREAD	17,500
INSIDE FRONT COVER	10,000
PAGE ONE	9,500
PAGE TWO (OPPOSITE TOC)	8,750
INSIDE BACK COVER	9,500
TWO-PAGE SPREAD	13,500

## ADVERTISING SCHEDULE

SPACE RESERVATION:

**MARCH 2, 2026**

AD MATERIALS DUE:

**MARCH 9, 2026**

# Digital Rates / Specifications

PRODUCT / DETAILS	PRICING				
	COST PER MONTH				
WEBSITE DISPLAY ADVERTISING	12	9	6	3	1
TOPIC-SPECIFIC PAGES	300 x 250 pixels	\$500	\$550	\$600	\$650
ALIGNING WITH SEARCH TOPICS	970 x 250 pixels (Leaderboard)	\$750	\$850	\$950	\$1050
SPONSORED CONTENT BLOG			3x	2x	1x
ARTICLE LENGTH IS GENERALLY 1,250-1,500 WORDS		STORYSELLER	\$2500	\$3000	\$3500
WITH SIDEBAR INFORMATION, PHOTOGRAPHS		MISS NEW YORK STORYSELLER / 2 DAYS	\$4000	\$4500	\$5000
MISS NEW YORK PACKAGE INCLUDES MULTIPLE		MISS NEW YORK STORYSELLER / 3 DAYS	\$5000	\$5500	\$6000
INSTAGRAM REELS AND CUSTOM VIDEOS.					
E-NEWSLETTER SPONSORSHIP	12x	9x	6x	3x	1x
WEEKLY E-NEWSLETTER SPONSORSHIP	13,000 OPT-IN SUBSCRIBERS	\$650	\$700	\$775	\$850
WITH 75-WORDS OF COPY, .	30,000 EXTENDED NYC AREA SUBSCRIBERS	\$1500	\$1650	\$1750	\$1850
2-3 PHOTOS AND LOGO	(COST IS ADDED TO STANDARD RATE)				
LOCAL BUSINESS GUIDE WEBPAGE	1 Year	9 mos.	6 mos.	3 mos.	
300-WORD PROFILE, 4-5 PHOTOS, VIDEO (IF SUPPLIED).	\$1200	\$1125	\$900	\$600	
AUDIENCE TARGETING CAMPAIGN	Rates upon request				
PERSONALIZED AUDIENCE TARGETING.					
OUR STRATEGIES EXPOSE YOUR BRAND TO SPECIFIC DEMOGRAPHICS.					

**\$17,500** (\$21,500 VALUE)

- Full-Page Print Ad, Premium Position, in *New York By Rail* 2026
- 970x250 Website Display Ad on [NewYorkByRail.com](http://NewYorkByRail.com) for 12 months
- 3 E-Newsletter Sponsorships
- Local Business Guide Webpage for 12 months

**\$8,500** (\$10,900 VALUE)

- Half-Page Print Ad in *New York By Rail* 2026
- 300x250 Website Display Ad on [NewYorkByRail.com](http://NewYorkByRail.com) for 6 months
- 2 E-Newsletter Sponsorships
- Local Business Guide Webpage for 6 months

**\$12,500** (\$14,700 VALUE)

- Full-Page Print Ad in *New York By Rail* 2026
  - 300x250 Website Display Ad on [NewYorkByRail.com](http://NewYorkByRail.com) for 6 months
  - 2 E-Newsletter Sponsorships
  - Local Business Guide Webpage for 12 months

## 2026 Integrated Marketing Packages

**\$5,000** (\$7,000 VALUE)

- Quarter-Page Print Ad in *New York By Rail* 2026
- 300x250 Website Display Ad on [NewYorkByRail.com](http://NewYorkByRail.com) for 6 months
- Local Business Guide Webpage for 6 months

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# new york by rail

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**TOM MARTINELLI**

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**newyorkbyrail.com**

**THANK YOU**



**newyorkbyrail.com**